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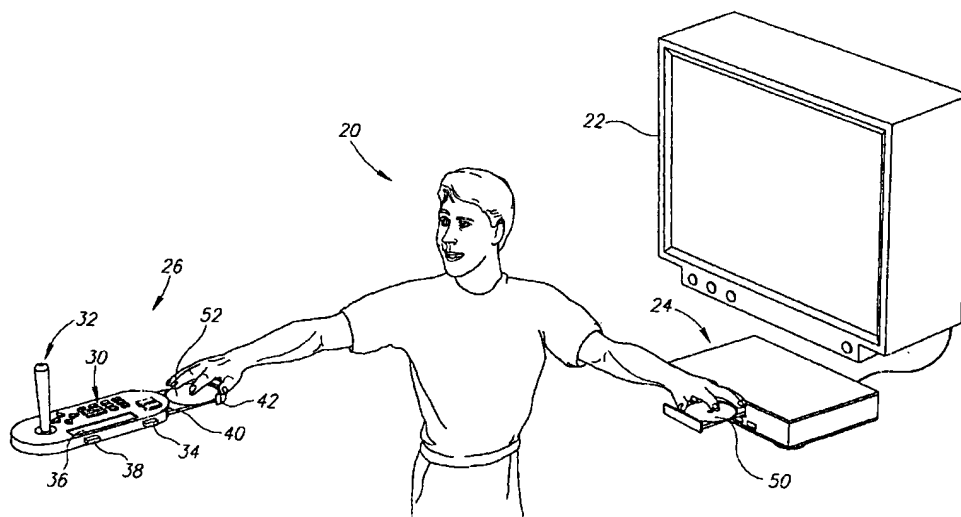
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(54) Title: INTERACTIVE DVD APPLICATIONS



(57) Abstract: Apparatus for playing an interactive application using a DVD player (24) that generates images on a TV (22) responsive to addressed image data on a DVD (50), the apparatus comprising: a DVD (50) having application images encoded at addressed locations on the DVD; an interface unit (26) comprising an IR transmitter (34), at least one user input device and a processor; a readable memory device (RMD) (52), separate from the DVD (50), encoded with at least one algorithm for determining a DVD image address responsive to activation of the at least one input device by a user; wherein the processor determines an image address responsive to the at least one algorithm and activation of the at least one input device and controls the IR transmitter (34) to transmit an IR signal encoding the address to the DVD player.

WO 2004/010389 A3